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**Glazer et al.**(10) **Pub. No.: US 2011/0191416 A1**(43) **Pub. Date: Aug. 4, 2011**(54) **CONTENT AUTHOR BADGES**(52) **U.S. Cl. .... 709/204; 726/28; 715/862**(75) Inventors: **David Glazer**, Woodside, CA (US);  
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Francisco, CA (US)(57) **ABSTRACT**(73) Assignee: **Google, Inc.**, Mountain View, CA  
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A method executes at a server to: receive a request from a user at a client computer to establish authorship of content posted online by the user, wherein the content is stored at a host computer; and verify the identity of the user by verifying credentials of the user. After verifying the identity of the user, the method creates an author badge for the content, wherein the author badge includes a badge identifier; transmits the author badge to the client computer or the host computer, for affixing the author badge to the content at the host computer; stores at the server, location information identifying the online location of the content; and stores at the server, the badge identifier and verification information sufficient to verify that the content at the identified online location matches the content for which the author badge was created.

